

**ABSTRACT:** A portable shopping bag retainer used to stabilize one or more filled plastic shopping bags(20) in an upright position during transport in an automobile and prevent spillage of the bag contents. The device comprises a thin flat plate body(10) which attaches vertically to an automobile seat back rest(22) or trim panel by means of elastic or other type of attachment straps(18). The thin flat plate body(10) includes a plurality of inverted horseshoe shaped apertures(12), each of which provide an upwardly vertical stalk(14) that is used to secure shopping bag handle loops(21) while the weight of the bag contents is supported on the horizontal surface of an automobile seat cushion(24) or floor. The surface of the thin flat plate body(10) also includes an unobstructed space for an imprinted logo or advertising decal(28) which remains visible while the device is configured for use.